

March 2012



# SERVE TAP WATER TO SERVE THE GREATER GOOD

[UNICEFTapProject.org](http://UNICEFTapProject.org)

RESTAURANT USER GUIDE



# RAISE YOUR GLASS TO FILL HUNDREDS MORE

## THE GOAL?

PROVIDE SAFE, CLEAN WATER TO THE WORLD'S CHILDREN.

### TABLE OF CONTENTS

|                               |     |
|-------------------------------|-----|
| UNICEF Tap Project Impact     | 3   |
| Steps for Campaign Activation | 4-8 |
| Staff Talking Points          | 6   |
| Donation Form                 | 9   |



School children wash their hands with soap after the use of latrines in Segbé Maritime region, Togo. These children will benefit from water and sanitation infrastructures provided by UNICEF and the Tap Project.

Photo: UNICEF/2009/H. Bonnaud, Togo

## DEAR RESTAURANT SUPPORTER,

If this is the first time you are participating in the UNICEF Tap Project®, welcome! If you are a returning restaurant, we would like to extend a special thank you. Strong campaign implementation at the restaurant level is the foundation of the UNICEF Tap Project's success.

During World Water Week, March 19-25, 2012—our mission is to raise money and awareness to help children impacted by the world water crisis. Nearly 900 million people lack access to safe, clean water. Your support makes you one of thousands of compassionate restaurateurs who are answering the call to make a tremendous difference in those children's lives. The U.S. Fund for UNICEF's mission is to reduce the number of children dying daily from preventable causes, bringing the toll of 21,000 a day down to [zero](#). We are confident that we can reach the day when no child dies of preventable causes, including water-related diseases, and your participation as a UNICEF Tap Project supporter is key to getting there.

This **Restaurant User Guide** includes step-by-step instructions for UNICEF Tap Project activation—including how to promote the campaign, train your staff and collect and submit donations. Additional support can be found at [UNICEFTapProject.org](#), where you can download materials and find answers to any questions you may have as you activate the campaign or submit donations.

Just as a single glass of water can change the world, we know that every single restaurant supporter can make a world of difference. Your implementation of the UNICEF Tap Project will enable UNICEF to have a global impact in the fight to provide children with access to safe, clean water. We are extremely thankful for your commitment to help us do whatever it takes to save a child.

WARM REGARDS,

**Caryl M. Stern**  
President and CEO  
U.S. Fund for UNICEF

PROJECT IMPACT

## THIS MARCH, WHEN YOU TAKE WATER, GIVE WATER.

The UNICEF Tap Project is a nationwide campaign that provides the world's children access to safe, clean water. During World Water Week, March 19–25, 2012, restaurants across the United States will encourage patrons to donate \$1 or more for the tap water they usually enjoy for free. UNICEF Tap Project Volunteers will be supporting their efforts by conducting local fundraising events and activities. Thousands of restaurants, dining patrons, and students, along with corporate, community, celebrity, and government supporters have made the UNICEF Tap Project a powerful national movement.

WITH \$1, UNICEF CAN PROVIDE ONE CHILD WITH ACCESS TO SAFE, CLEAN WATER FOR 40 DAYS.

## WHY CLEAN WATER?

Nearly 900 million people worldwide lack access to safe, clean water. Waterborne illnesses are the second highest cause of preventable childhood deaths worldwide.

## UNICEF TAP PROJECT'S GLOBAL IMPACT

Since 2007, the UNICEF Tap Project has raised more than \$3 million for water and sanitation programs for children in Belize, the Central African Republic, Côte d'Ivoire, Guatemala, Haiti, Iraq, Togo, and Vietnam. UNICEF works in more than 100 countries to improve access to safe water and sanitation in schools and communities, and to promote safe hygiene practices.



Sanitation and Hygiene Promotion for H'mong Community in Ban Pho commune, Lao Cai Province of Vietnam.

Photo: UNICEF/2010/Vietnam

## A UNICEF SUCCESS STORY FROM VIETNAM

In 2011, UNICEF supported a joint Water, Sanitation, Hygiene (WASH) communication campaign in Vietnam with support from the famous national comedian and television star – Xuan Bac who was selected as the WASH Goodwill Ambassador for Vietnam. Xuan Bac raises awareness and promotes positive behavior change among rural populations, especially children, with regard to clean water, good hygiene and sanitation. He has received a new name from people “anh sach” (Mr.Clean).

On 4th September 2011, UNICEF supported the campaign in Ninh Thuan - one of five UNICEF Child Friendly Provinces. Children had the opportunity to participate in a number of creative communication activities such as drawing, writing essays, making photos and video clips on WASH issues in schools and communities. It was expected that the event would help to raise awareness and change hygiene practices of thousands of children and families. Good hygiene and handwashing has proven to be one of the most cost effective ways to improve public health in rural areas.

As active event participants, the children also had a chance to play games and speak with Xuan Bac, Mr. Clean, who has so far had a great influence on children and rural families in Vietnam.



Huynh Phuoc Lap Principal of Binh Thanh Trung Primary School

Photo: UNICEF/201/Overland, Vietnam

# A STEP-BY-STEP GUIDE TO CAMPAIGN PARTICIPATION

QUESTIONS? CALL 1-877-PROJ-TAP OR EMAIL  
TAPPROJECT@UNICEFUSA.ORG

BEFORE, DURING & AFTER WORLD WATER WEEK

## BEFORE WORLD WATER WEEK:

### STEP 1: DETERMINE HOW YOU'LL COLLECT AND TRACK PATRON DONATIONS

#### CUSTOMERS CAN DONATE BY:

- Donating at your restaurant by adding a donation to the bill.
- Texting the word "TAP" to UNICEF [864233] to make a \$10 donation.\*
- Scanning to donate using MS Tags on restaurant materials.\*\*
- Donating online at [UNICEFTapProject.org](http://UNICEFTapProject.org).

As you determine how to collect and track patron donations, we recommend that you integrate UNICEF Tap Project donations into your Point-of-Sale (POS) System for World Water Week. The POS System integration provides numerous benefits, such as:

- Customers can clearly and easily specify their donation as part of their bill – without compromising server gratuity.
- Customers receive an immediate record of their donation on their receipt.
- You can track donations collected by individual servers (in case you would like to implement a server incentive program).
- You can also quickly and easily pull a line item report at the conclusion of the campaign to determine the total donation amount for the U.S. Fund for UNICEF.

**Simple instructions for programming the most widely used POS Systems (including Digital Dining™, Aloha® and HotSauce™) are available at UNICEFTap-Project.org in the "Restaurants" section.**

The goal is to end up with the equivalent of an "Open Food, Non-Taxed item" that prints on receipts and your internal reporting, but not to your kitchen or bar terminals. For many systems this will be as simple as entering a nightly dinner special or creating a new menu item called "UNICEF Tap Project Donation" and specifying the following:

- **PRICING**—Check with your POS user manual to confirm how your specific system allows for entry of variable prices. If this is not possible, or you are not comfortable with giving your servers this option, set the price at \$1 and instruct your servers to enter this item multiple times for as many dollars as the patron wants to donate.
- **PRINTING**—Set the category type or equivalent in your system as you would for any retail product you offer (T-shirt, commemorative glass, etc.). As an alternative, you can simply instruct your kitchen and bar staff to ignore this item if it appears on their printer.
- **SALES TAX**—You may have a tax/sales/non-taxable line (or its equivalent) programmed in your system. This should be applied when setting up the "UNICEF Tap Project Donation." If it does not exist in your system, please refer to your user manual or technical support for assistance in setting up this category via your "Back of House" tool.

\*A one-time donation of **\$10.00** will be added to your mobile phone bill or deducted from your prepaid balance. All donations must be authorized by the account holder. All charges are billed by and payable to your mobile service provider. All donations must be authorized by the account holder. User must be age 18 or older or have parental permission to participate. By texting **YES**, the user agrees to the terms and conditions. Service is available on most carriers. Message & Data Rates May Apply. Donations are collected for the benefit of the U.S. Fund for UNICEF by the Mobile Giving Foundation and subject to the terms found at [www.hmgf.org/t](http://www.hmgf.org/t). You can unsubscribe at any time by texting **STOP** to short code **864233**; text **HELP** to **864233** for help.

\*\*Scan to donate. This year, we have added Microsoft Tag barcodes to the Tap campaign which allow people to make donations using their mobile phones. Users simply download the Tag app from their app store or <http://tagapp.com>, scan the Tag barcode, enter their phone number and the **\$10** donation will automatically be billed to their mobile phone bill. Users can scan and donate multiple times. To learn more about Microsoft Tag, please visit <http://tag.microsoft.com>.

STEPS FOR CAMPAIGN ACTIVATION

## STEP 2: PROMOTE YOUR INVOLVEMENT WITH THE UNICEF TAP PROJECT TO YOUR PATRONS AND FRIENDS IN THE RESTAURANT INDUSTRY.

Beginning immediately, you can start to spread the word to your customers and like-minded restaurants about your involvement in this important, lifesaving campaign. Promotion opportunities include:

- ◆ Display the **Window Decals** included in your **Restaurant Activation Kit** in a prominent location in your restaurant. The *Window Decals* feature an easily-removable adhesive so you can consider placing them on your front door, windows, or even bathroom mirrors.
- ◆ Use the downloadable UNICEF Tap Project promotional tools in the "Restaurant" section at [UNICEFTapProject.org](http://UNICEFTapProject.org) to promote your participation on your website or social media channels. For example:
  - Downloadable banners
  - Sample Facebook post
  - Access to UNICEF Tap Project logos

To enhance your efforts, the U.S. Fund for UNICEF will be working to promote the UNICEF Tap Project through [UNICEFTapProject.org](http://UNICEFTapProject.org), national advertising and PR before and during the month of March. Visit [UNICEFTapProject.org](http://UNICEFTapProject.org) "Media" section to see a sample of last year's media.

## STEP 3: TRAIN YOUR WAIT STAFF

Since your wait staff will be on the "front line" of the campaign, we advise you to conduct a staff training on the campaign a minimum of three times.

Your **Restaurant Activation Kit** includes key talking points for training on the **Staff Information Poster** to display in a backroom area.

Consider implementing a server-incentive program, rewarding the server[s] who generate the largest amount of donations during World Water Week.

Additionally, if you signed up for the UNICEF Tap Project through a UNICEF Tap Project volunteer, simply reach out to him/her if you would like assistance training your staff or email [tapproject@unicef-usa.org](mailto:tapproject@unicef-usa.org) with any questions.



"Water is a daily privilege that so many of us take for granted. But children are dying every day due to a lack of clean water. Through the UNICEF Tap Project, we can change that. We can literally save the lives of millions of children throughout the world just by asking our patrons to donate \$1 or more at our restaurant. I encourage all in the restaurant community to do their part for this worthy cause, and I am proud to be a participating member of the UNICEF Tap Project."

MARCUS SAMUELSSON  
CHEF, UNICEF AMBASSADOR



## TALKING POINTS FOR STAFF TRAINING

HERE ARE SOME KEY TALKING POINTS YOU CAN USE AND CUSTOMIZE AS NECESSARY FOR YOUR STAFF TRAINING:

- It's World Water Week, and we are participating in the UNICEF Tap Project.
- We will invite customers to donate \$1 or more for the tap water they usually enjoy for free.
- All funds raised support UNICEF's efforts to bring safe, clean and accessible water to the millions of children around the world who need it.
- \$1 can provide a child with access to safe, clean water for 40 days.



Photo: Courtesy of Mike Isabella

"I'm proud to support UNICEF in helping children around the world gain access to clean, safe drinking water. Through the UNICEF Tap Project, we offer Graffiato guests an opportunity to make a global impact from their local community."

MIKE ISABELLA

UNICEF TAP PROJECT RESTAURANT ADVISOR  
TOP CHEF FINALIST  
OWNER, GRAFFIATO, WASHINGTON, D.C.,

## PATRONS CAN DONATE TO THE UNICEF TAP PROJECT IN FOUR WAYS:

- Give here at our restaurant—our main focus.
- By texting the word "TAP" to UNICEF [864233].\*
- Scan to donate using MS Tags on restaurant materials.\*\*
- Online at [UNICEFTapProject.org](http://UNICEFTapProject.org)
- When you greet our patrons, call attention to their tap water (if applicable) as well as the UNICEF Tap Project Table Tents.
- If integrating into POS: Let the patrons know that any donation they wish to make will be added to their bill and will appear on their final bill as a line item.
- If not integrating into POS: Let the patrons know they can verbally communicate the amount they would like to donate, and it will appear as a line item on their final bill.
- We are also promoting our involvement in the campaign through **Window Decals, Table Tents** and email (if applicable).
- Customers are not required to participate, but you should encourage their support by reinforcing the fact that a single dollar can provide a child in need with safe, clean water for 40 days.
- When the bill is requested, if a patron has not already expressed his/her interest in making a donation, politely ask if he/she would like to add \$1 or more per person as a UNICEF Tap Project donation.
- Customers can donate any amount of their choice at our restaurant.
- If a customer wishes to receive a receipt for tax purposes, he/she should donate online at [UNICEFTapProject.org](http://UNICEFTapProject.org) instead, and the U.S. Fund for UNICEF will send him/her a receipt.

\*A one-time donation of **\$10.00** will be added to your mobile phone bill or deducted from your prepaid balance. All donations must be authorized by the account holder. All charges are billed by and payable to your mobile service provider. All donations must be authorized by the account holder. User must be age 18 or older or have parental permission to participate. By texting **YES**, the user agrees to the terms and conditions. Service is available on most carriers. Message & Data Rates May Apply. Donations are collected for the benefit of the U.S. Fund for UNICEF by the Mobile Giving Foundation and subject to the terms found at [www.hmgf.org/t](http://www.hmgf.org/t). You can unsubscribe at any time by texting **STOP** to short code **864233**; text **HELP** to **864233** for help.

\*\*Scan to donate. This year, we have added Microsoft Tag barcodes to the Tap campaign which allow people to make donations using their mobile phones. Users simply download the Tag app from their app store or <http://tagapp.com>, scan the Tag barcode, enter their phone number and the **\$10** donation will automatically be billed to their mobile phone bill. Users can scan and donate multiple times. To learn more about Microsoft Tag, please visit <http://tag.microsoft.com>.

## DURING WORLD WATER WEEK

### STEP 4: CAMPAIGN EXECUTION

AS A PARTICIPATING RESTAURANT, you have received **Table Tents** and **Bill Stuffers** to support your efforts.

#### TABLE TENTS

- The **Table Tents** can be placed on each table and will provide both background on the UNICEF Tap Project and instructions on how to make a donation.

#### BILL STUFFERS

- Should attach to menus and/or bill holders or simply placed on tables during World Water Week.

Be sure to properly display both the **Table Tents** and **Bill Stuffers** included in your kit and execute the plan you developed to collect and track donations—via your POS System.

Remind your staff about the importance of their role in the campaign and display the **Staff Information Poster** that provides information about the campaign.

#### SAMPLE SUPPORT MATERIALS



TABLE TENT

BILL STUFFER



WINDOW DECAL



Photo: Courtesy of Siri Angeles

"UNICEF Tap Project was one of the first campaigns that I participated in when I started my management position at Rover's in 2007. The concept is so simple: \$1 can provide one child with safe drinking water for 40 days. Nearly anyone can participate and the impact is huge."

#### SIRI ANGELES

UNICEF TAP PROJECT RESTAURANT ADVISOR  
MANAGER, ROVER'S/LUC, SEATTLE, WA

## AFTER WORLD WATER WEEK

### STEP 5: SUBMIT YOUR DONATIONS AND EVALUATION

Beginning March 26, you can submit the amount of patron donations collected, along with your contributions.

You can use your credit card to donate easily and securely at [UNICEFTapProject.org](http://UNICEFTapProject.org), or you can mail a check using the **Donation Form** and preaddressed **Donation Envelope** included in this **Restaurant User Guide**. Donations should be submitted by April 30, 2012.

You will also receive a survey via email. Your comments and feedback will help us improve the campaign in 2013.

### STEP 6: CELEBRATE YOUR CONTRIBUTION!

Thank you for your restaurant's important work through your role in the UNICEF Tap Project. By raising awareness and funds to provide safe, clean water, you have made a difference and saved children's lives in Togo, Vietnam, Mauritania and Cameroon.



Photo: UNICEF/HQ06-0992/Shehzad Noorani, Bangladesh

"The UNICEF Tap Project Restaurant Advisory Committee affords me an exciting opportunity to impact a charitable organization I really believe in, and that I believe can make a difference."

**QUINN MCKENNA**

UNICEF TAP PROJECT RESTAURANT ADVISOR  
SENIOR VICE PRESIDENT OF OPERATIONS,  
LARK CREEK RESTAURANT GROUP, SAN FRANCISCO, CA.



## GET QUESTIONS ANSWERED ANYTIME

If you have questions as you are preparing to activate the campaign, we are here to help!

**Contact the UNICEF Tap Project Volunteer who registered your restaurant,  
email [tapproject@unicefusa.org](mailto:tapproject@unicefusa.org) or call 1-877-PROJ-TAP.**